



DEPARTMENT OF THE INTERIOR  
INFORMATION SERVICE

*office  
file  
11/9/54*

FISH AND WILDLIFE SERVICE

For Release NOVEMBER 9, 1954

PRODUCTION OF FISH STICKS CONTINUES HIGH

Approximately 34,800,000 pounds of fish sticks, the popular new breaded food item, were produced in the United States during the first nine months of 1954, Secretary of the Interior Douglas McKay revealed today. This compares with about 2,164,000 pounds for the same period last year.

After the limited output of 1953's first nine months, a fish stick boom, which has given new life to the commercial fishing industry, began in October of that year when monthly production first rose above the 1,000,000-pound mark. Monthly output cleared the 2,000,000-pound mark in December, 1953, and increased steadily to March 1954, when 4,090,000 pounds were recorded. Monthly production hit a record high in June--4,434,000 pounds--and averaged 4,155,000 pounds in the third quarter. Total output for the year is expected to reach 50 million pounds, as compared with 7,502,000 pounds last year.

Fish sticks are uniformly shaped pieces of fish dipped in batter, breaded, and frozen in consumer-sized packages. Closely resembling French-fried potatoes in appearance, they can be purchased in precooked or uncooked form. The precooked sticks, which have been deep-fat fried before freezing, are easily heated in the oven at home for serving. The uncooked sticks are designed for those housewives who prefer to do the frying themselves. Consumer acceptance of fish sticks has been so widespread that some sources expect them to do for the fishing industry what fruit juice concentrates have done for the citrus fruit trade.

X X X